



## **America's Educator Ron Clark to Appear as a Hologram through NetDragon's Promethean and ARHT Media Partnership**

*-Companies to combine efforts to deliver augmented reality HumaGrams™ to education for the first time-*

**(Hong Kong – June 7, 2016)** NetDragon Websoft Inc. (Hong Kong Stock Code: 777), a global leader in building Internet communities, is pleased to announce that Promethean and ARHT Media Inc. will join forces to provide Texas teachers and administrators attending the Cypress-Fairbanks Independent School District's Rigor, Relevance and Relationships (RRR) Conference on June 7-10, an experience they have only seen in sci-fi movies – a keynote address delivered by a hologram. Teacher, author and innovative school founder Ron Clark will speak to over 1,300 Texas-based teachers and administrators gathered at the Richard E. Berry Center as a HumaGram™, a 3D human hologram. Using a revolutionary new augmented reality technology, Mr. Clark will offer educators from across Texas creative practices for motivating students, parents and colleagues throughout the learning process.

Made possible through a partnership between global education technology leader Promethean and ARHT Media, Inc., the Ron Clark HumaGram at the RRR Conference marks the first time that this augmented holographic technology is being used to deliver teacher and administrator training in an educational setting.

HumaGrams™ are ultra-enhanced holograms that “beam” a speaker or presenter to anywhere in the world and to multiple places at the same time – in real time and brilliant 3D. Having made its way into the entertainment, healthcare and retail industries, this augmented reality holographic technology from ARHT Media has profound implications for education. According to Goldman Sachs, VR/AR technology in education represents a \$700 million market by 2025.

“We like to say that HumaGrams bring the best in the world to the rest of the world,” said Paul Duffy, CEO of ARHT Media, Inc. “With our smARHT education solution, we can bring the best educators and subject-matter experts into any teaching environment from anywhere in the world. Now, an expert scientist on the other side of the globe could beam into a school in Texas and teach students about her research. Students are drawn into real-world cases that apply to what they are learning in school and show them future career possibilities.”

Vincent Young, Chief Marketing Officer for Promethean, said, "Over time, Promethean's vision is to work with ARHT Media to bring augmented reality technology to mass audiences in education. We envision the best experts and educators in the world beaming into schools on a monthly, weekly, or even daily basis. In today's modern learning environment, augmented reality technology eliminates learning boundaries and connects students to top experts. We're thrilled to launch this exciting technology into education with the support of Cypress-Fairbanks ISD and demonstrate the opportunities it holds for educator training and student learning."

The Rigor, Relevance and Relationships Conference is hosted annually by Cypress-Fairbanks ISD to provide education leaders with dynamic tools and resources that can be taken back to their work places or classrooms. On average, more than 1,300 educators from across Texas participate in the conference. They will be the first group of educators in the country to be trained by a fellow educator appearing as a HumaGram.

Disney's American Teacher of the Year in 2000, Ron Clark will share his best practices for getting the most out of challenging and hard to reach students during his session. With vivid examples from his personal experiences, he will discuss award-winning projects he conducted that successfully motivated and inspired even the most disinterested students. Mr. Clark will also focus on how to create the ideal classroom and school environment where everyone is respected, appreciated and motivated to perform to the best of their ability.

"We're elated that Promethean is one of our Best Practices partners for the 8<sup>th</sup> annual Rigor, Relevance, and Relationships Teacher and Leadership Conferences," said Linda Macias, Associate Superintendent for Curriculum & Instruction and Accountability for Cypress-Fairbanks ISD. "Participants from over 90 districts will join us for the RRR conference this year, and one of the highlights will be Ron Clark's presentation as a HumaGram. It's the first time we will feature an augmented reality technology experience for our conference participants, and it presents exciting opportunities. They will receive exceptional training and advice from an innovative educator while also seeing cutting-edge technology in action. We hope it will spark ideas about how new technology can enhance instruction in their schools and classrooms."

Mr. Clark will appear as a pre-recorded HumaGram during both the RRR Teacher Conference on June 7, 2016 and during the RRR Leadership Conference from June 8-10, 2016 at the Richard E. Berry Center in Cypress, Texas.

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#### **About NetDragon Websoft Inc.**

NetDragon Websoft Inc. (HKSE: 0777) is a leading innovator and creative force in China's mobile Internet industry. Established in 1999, NetDragon is a vertically

integrated, cutting-edge R&D powerhouse with a highly successful track record which includes the development of flagship MMORPGs such as Eudemons Online and Conquer Online, China's number one online gaming portal, 17173.com, and China's most influential smartphone app store platform, 91 Wireless, which was sold to Baidu (NASDAQ: BIDU) in 2013 as the largest Internet M&A transaction in China at the time. Being China's pioneer in overseas expansion, NetDragon also directly operates a number of game titles in over 10 languages internationally since 2003. In recent years, NetDragon has become a major player in global online and mobile learning space as it works to leverage its mobile Internet technologies and operational know-how to develop a game-changing learning ecosystem. For more information, please visit [NetDragon.com](http://NetDragon.com).

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### **About Promethean**

Promethean is a global education company that improves learning productivity by developing, integrating, and implementing innovative 21<sup>st</sup>-century learning environments that help make everyone more engaged, empowered, and successful. Promethean's main corporate offices are located in Blackburn, UK, and Atlanta, USA. Promethean is a member of the NetDragon Websoft, Inc. (HKSE: 0777) group of companies. For more information, please visit [PrometheanWorld.com](http://PrometheanWorld.com).

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### **About ARHT Media**

ARHT Media Inc. creates HumaGrams™, the most believable and interactive human holograms. HumaGrams™ are generated using our patent-pending Augmented Reality Holographic Technology (ARHT™), which is a scalable, repeatable and transportable form of 3D without the use of special glasses. This unique platform makes it possible for people to engage with our HumaGrams™, opening up a wide range of applications from interactive retail displays, tradeshow booths, presentations, live shows and concerts. The various applications can then be integrated into multiple forms of proximity and mobile marketing tactics to connect with an audience, drive sales efforts and

create memorable experiences. ARHT Media Inc. was co-founded in 2012, by Rene Bharti (Chairman), and entertainer Paul Anka (Chairman, Board of Advisors). The company is supported by a diverse and seasoned Management team spearheaded by its CEO Paul Duffy, a global entrepreneur and creator of the Digital Human Experience in online, mobile and holographic communications. ARHT's team brings decades of experience from fields including entertainment, technology, marketing and finance. Advisors to the company include the likes of Larry King, Jason Bateman, Richard "Skip" Bronson, Michael Bubl , Carlos Slim, Irving Azoff and Kevin O'Leary. ARHT Media trades under the symbol ART on the Toronto Venture Stock Exchange and the OTCQB Exchange under the symbol ARHTF.

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